

Figure 1

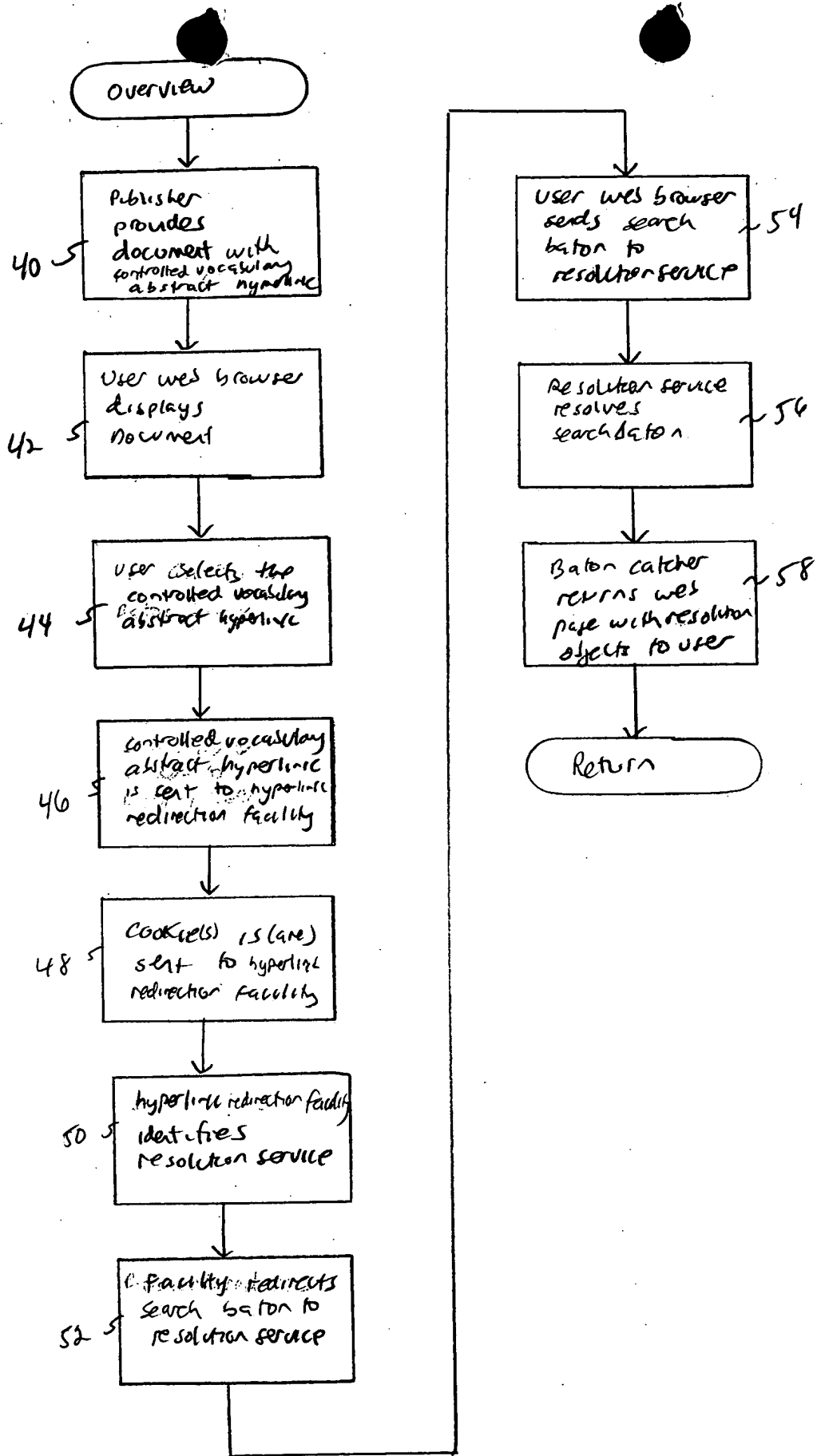


Figure 2

00437373-111000

```
<html>
```

```
< head >
```

```
< title > Example Downnet </title>
```

```
</head>
```

```
<body>
```

Here is an example downnet with a

```
60 ~ <a href = "http://think.openly.com/servlet/SearchBaton?stockSymbol=1
```

```
62 ~ that">R#A#T </a>
```

```
</body>
```

```
</html>
```

00437378-111000

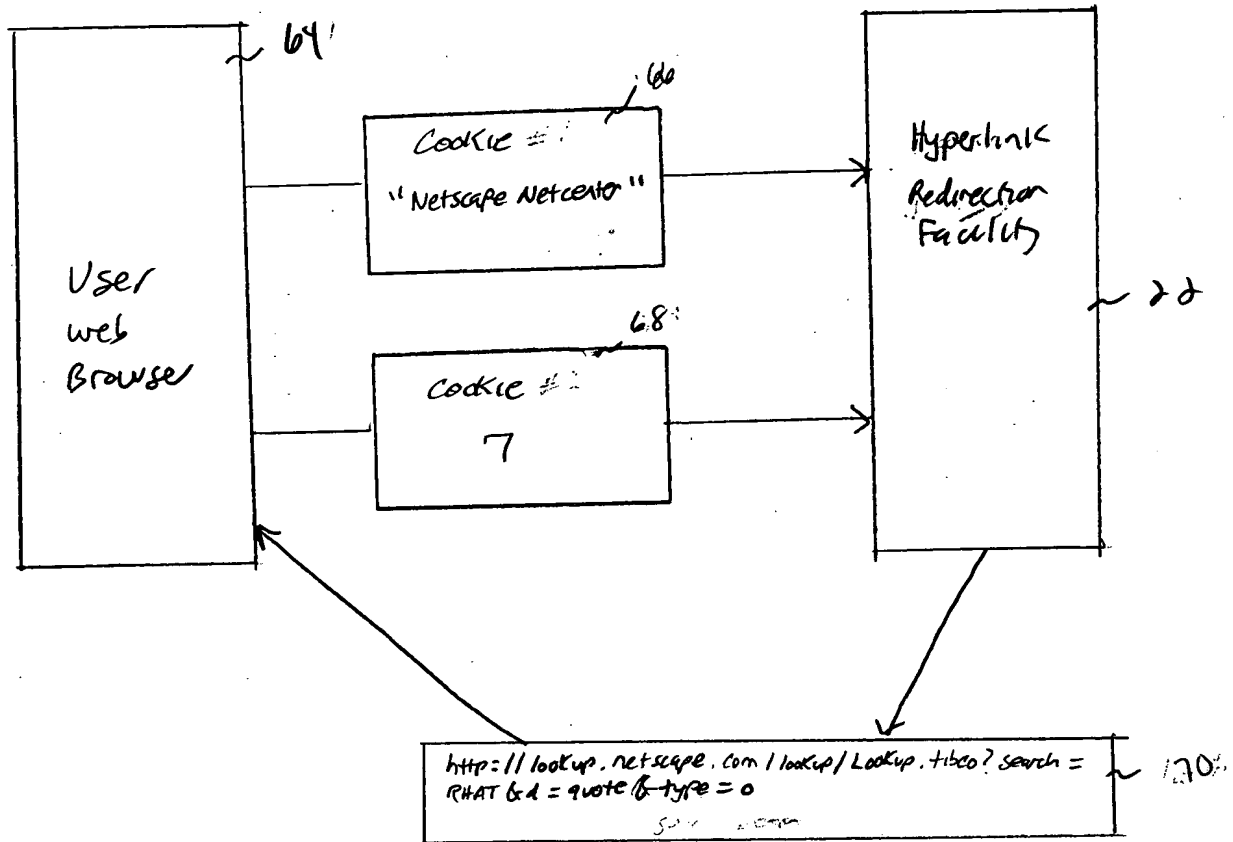


Figure 4

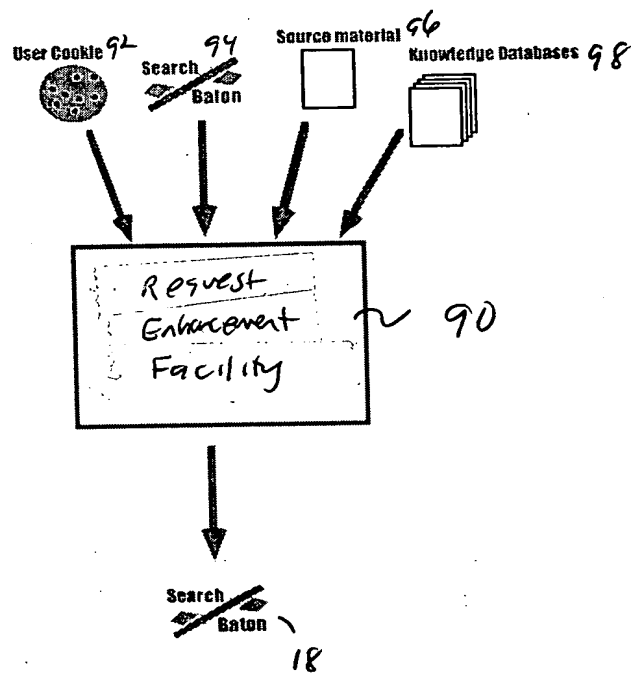


Figure 5

```

graph TD
    Start([Failure]) --> 130[First service has no content to return to user]
    130 --> 132[Controlled vocabulary table of hypertext is returned to the hypertext redirection facility along with identity of service provider]
    132 --> 134[Hypertext redirection facility identifies next service provider to use]
    134 --> 136[Controlled vocabulary abstract-hypertext is sent to next service provider]
    136 --> 138[Next service provider sources the request]
    138 --> End([Return])
  
```

Figure 6

Advertiser

Receive cookie  
identifying  
Number of requests

140

Determine  
number of  
requests

142

Send  
advertisement  
?

144

Send Advertisement  
to user

146

Return

Figure 7